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The Up-Front Solution

The "up-front" area of your store is some of the most valuable real estate you control. Philip Morris offers you pack merchandisers to put this space to good use—with state-of-the-art modular design that keeps set-up time to a minimum. Let Philip Morris turn your "up-front" space into a profit center. We're as profit-minded as you are.

PHILIP MORRIS

Philip Morris USA offers a variety of retail merchandising plans and programs, including display allowances and point-of-sale materials. For further details contact your Philip Morris USA representative.

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